

Lifestyle Success Guide:

If you have not done so, please visit www.davidallenroy.com to read my story and watch the informational videos under the “Now Hiring” Tab. I do not care what your background is. The only thing that matters to me is this moment forward. **There is a HUGE difference between GIVING your time to OWNING it.** This opportunity may not be a fit for you. This is a very simple entrepreneurial quiz to make sure you are well suited for this opportunity. You are your own business building your reputation inside of our company that serves and supports you. Answer yes or no to each of the following questions:

1. Like most successful entrepreneurs, am I an optimist and a risk taker?
2. Am I hard worker?
3. Am I self-motivated?
4. Do I have the self-starter determination to get this thing going and the discipline to keep it going?
5. Am I good problem-solver?
6. Am I organized?
7. Do I take responsibility for my own actions?
8. Do I consider ethics and honesty to be important ingredients for a successful career in business?
9. Am I usually able to come up with more than one way to solve a problem?
10. Will my friends and family support my efforts?
11. Am I business savvy?
12. Am I prepared to make sacrifices in my life to succeed in life?
13. Am I the kind of person that once I decide to do something I will do it and nothing will stop me?
14. When I begin a task, do I set clear goals and objectives for myself?
15. After a severe setback in a project, am I able to pick up the pieces and start over again?
16. Do I enjoy working on projects that I know will take a long time to complete successfully?
17. Do I enjoy working on multiple tasks simultaneously?
18. Am I quick learner?
19. Do you really enjoy helping other people?
20. Are you willing to become the best version of yourself?

Do not worry if you did not answer a resounding “yes” to every one of these questions, but if you were negative on 5 or more points, you may want to reconsider this opportunity. Changing your life is not for the faint of heart. *I can only teach you the process of how I did it. I can not make you do the work.* It takes self-improvement to go from your current financial situation to say \$100,000 in your checking account. Do you think I am the same person now as I was trying to close my very first deal? No, right?

When is the last time you took an honest assessment of your financial life? How can I help you if you do not know where your life stands, or more importantly where you are trying to go? Take a moment and analyze your life. Be 100% real with yourself. This is not the moment for goals and wishes. You need to be real with yourself and know exactly where your finances stand. With this foundation I can help you with the mental process of changing what you have been taught about money and time. The lifestyle you desire is one big math problem. Your calendar will ultimately determine your success. This statement is true regardless of industry, The highest paid individuals never stop learning and improving.

Current Lifestyle / Your Real Financial Picture:

I cannot stress enough how important it is to know and understand your finances. If you read my story, you know that I was over \$450,000 in default debt with a credit score of a whopping 400. This is the fallout after my car was repossessed and the houses foreclosed and sold. How did I get out of that financial nightmare? This exercise right here. In fact, I do this multiple times per year as life changes with the additions and subtractions of liabilities and assets. Right now, our only concern is where is your money is going! DOCUMENT EVERY DOLLAR! Forecast potential expenses to take this a step further. Break annual expenses down to a monthly average. The goal with this exercise is to know your Average Monthly Expense. I encourage the 30/70% Lifestyle. (Keep 30% / 70% invest or pay off debt)

Mortgage Payment Principle & Interest: _____ Rate: _____
House Tax Monthly Amount: _____
House Insurance Monthly Amount: _____
Monthly PMI: _____
HOA Dues: _____
Rent Payment: _____
Rent Insurance: _____
Heat Bill: _____
Water Bill: _____
Garbage Bill: _____
Phone Bill: _____
Health Insurance: _____
Monthly Child Care: _____
Child Support: _____
Car Payment: _____ Interest Rate: _____
Car Insurance: _____
Monthly FOOD Bill (Dining Out/Eating in/Starbucks/Misc): _____
Total Per Month: _____

The above list is life basics. Most people become misaligned with their finances *when they do not account for every dollar*. Life hits all of us with unexpected expenses. Take life expenses one step further:

HOME Bill Per Month: _____
ANYTHING you spend money on for your Home (Lawnmower, Gas, Tools, House Upkeep, Decorations for seasons, throw rugs, grass seed, Stuff you may need windows, furnace, bathroom)
CAR Bill Per Month: _____
ANYTHING you spend money on for your Car (Tires, Oil Changes, Gas, Wipers, Brakes)
BOX STORE and/or ONLINE Bill Per Month: _____ (Make this all inclusive to get your full picture. Groceries, Dining Out, Toilet Paper, Towels, Finger Foods, Menards, drinks, coffee, pet food)
Life Expense Per Month: _____ (This is super important, Kids, kids clothes, your clothes, sports, colognes, perfumes, nails, hair, child care, yoga, gym, retirement, life insurance, stocks, doc bills, vet bills, health emergency)
Total Per Month: _____
Are you in the Red? This is okay! I was \$450,000 in the red!!

Your New Daily Lifestyle:

Now that you have a basic understanding of what your financial life looks like we can begin the process of change. If you do what is easy (show up) your life will be hard. If you do what is hard (entrepreneurship/self-improvement) your life will be easy. This golden rule has been shared by many who have created success in their life. Maybe you and I are in a similar situation, "If I am going to change my family's financial destiny it is up to me." There is no golden spoon. We all have our own personal reasons to improve our lives. What is your motivation? When times get super tough and you want to quit, what will keep you going? We call this our "Why." Take a moment and write your WHY:

My "Why?" My boys. I was done being a loser. I was willing to overcome whatever personal demons stood in my way of success. My #1 priority, creating a future for my children that allows them to have options. Not only options, but to have the financial means to support and nurture their dreams. This brings me to our next exercise. What do you want your day-to-day life to really look like (Lifestyle)? Not vacations, cars, watches, shoes blah blah. The perfect day to day life – we all must earn income.

I will share mine to give you an idea of what I am talking about:

6am, I wake up. 6:30am-7:30am Gym, 7:35am to 8:30am Breakfast/Shower, 9:30/10am First Appointment, 11:30/12pm Second Appointment, 1-2pm Home/Lunch/Power Nap, 2:45pm School Ride Line, 3:30-4:30pm Kids Homework/Snack, 5pm Kids Sport, 7pm Home/Dinner/Shower/Story Time, 9-10:30pm Personal Development, 10:30pm-11:59pm Fall Asleep. 2:45pm onward work is handled the next morning unless an emergency. I love my daily life now. Beats going to some loser job I hated. Take a moment and think about your new DAILY Lifestyle. What does your dream day (schedule) look like?

Pretty awesome to think about, right? I have two serious questions for you. **WHAT MAKES YOU MONEY IN THIS OPPORTUNITY? CONTRACTS & CLOSINGS.** What are the action steps to Contracts and Closings? **PROSPECTING & APPOINTMENTS.** Now we must bridge the gap. The gap between where you are to where you are trying to go. How did I become a self-made millionaire inside 5-Years? A daily structure and self-discipline. My grind was 5-days a week as hard as I could go in the beginning. If you are serious about changing your life it will be the exact same for you.

What is your AVERAGE MONTHLY DEBT OBLIGATION? _____

What is your CURRENT MONTHLY TAKE HOME INCOME? _____

Income Opportunity:

PROSPECTING/RUNNING APPOINTMENTS leads to CONTRACTS AND CLOSINGS, which are the action steps that make us money. The process (work) of creating your dream lifestyle starts with you opening your mouth and sharing with as many people as possible YOUR incredible SERVICE. This expression is so true, "Closed mouths do not get fed!"

What should be the goal of any remodeling project? Increasing the homes value! Why should a homeowner want to sell their home for top dollar, especially if they owned their home for more than 2-years? TAX-FREE PROFITS. AMATEURS LIST A HOME / PROFESSIONALS MAXIMIZE THEIR CLIENTS PROFIT.

Remodeling Commission (\$450.00 off Signed Agreement comes off top):

1-15 is Training Pay = 9% off the dollar amount contracted.

16-30 = 50/50 Profit Split (Start of Leadership)

31st Forward = You keep the profits and Company reverts to 9%. You are running your entire deal.

Example: You sell a \$10,000 Labor Only Bathroom, Labor is \$4500 + \$750 Material Receipt.

Training Pay looks like this: $\$10,000 - \$450.00 = \$9,550.00 * 9\% = \859.50

Leadership Pay looks like this: $\$10,000 - \$450.00 = \$9,550.00 - \$4500 - \$750 = \$4,300 / 2 = \$2,150$

31st Your Deal Inside our Deal: $\$10,000 - \$450.00 = \$9,550.00 * 9\% = \$859.50 = \$8,690.50$

$\$8,690.50 - \$4,500 - \$750 = \$3,440.50$

The RemodeltoSell Program is the same commission break down except you have two other forms of commission. \$750.00 Flat Fee for the work it takes to prepare estimate and coordinate materials, plus a split of the Real Estate Commission. You sell a \$45,000 Remodel, what is your commission? Over \$5k!!!

You sell a service you get paid half after the 72-hour right of recession on that Friday. The other half is paid when the job is complete. You are rewarded every step of the way. You no longer wait like a Real Estate Commission. My goal is to get money flowing in your pocket as soon as possible. All payroll is paid through ADP. There are zero exceptions.

Do not forget, if the clients house does not qualify for the RemodeltoSell Program we can still list their home under the brokerage and you earn a commission. There is always a win! (Referral Fee)

Based off the above example, how many "Clients" do you need to "Help" to clear your average monthly debt obligation? How quickly can you help 15 clients to get into Profit Split? The first level of real money. How many people do you need to help to become debt-free? Life truly becomes a race to freedom.

David, how did you do it? One handshake at a time! The first handshake led to a second handshake that led to two branches and before you know it business started to snowfall. You have two options in running your business to acquire clients. The first is what I call "Chop-Shop," spending money for leads, or you can "network," which leads to FREE Word-of-Mouth Business. I cannot stress this enough. The reputation you create for yourself inside our corporate blanket will determine your lifestyle and the types of clients you will attract. Easy Route? Chop-Shop Advertising. Hard Route? Networking, building your own Individual Reputation. The higher quality service you offer the more your phone rings, the less you work, and the more lifestyle you create. Truly is this simple. Is it starting to make sense why I say life is basically a math problem. You should know right now how many clients you need to help per month to start living your new desired Lifestyle. My peak effort I helped minimum 8 clients per month.

Fast Start / Best Practices:

You now know your average monthly debt obligation, your new daily lifestyle, and the income averages to reach your goals. Have you ever heard the phrase, "Massive action solves all problems!" I was in debt to my eyeballs, creditors harassing me daily, and a newborn that needed diapers and formula. Life offered me zero time to screw around. I had to move now. Serious question, how many hours are in a week? 168. If you are one of those people that sleeps 8-hours per night that leaves you 112 hours in a week to make your new lifestyle a reality! An eye-opening number, right? TIME IS NOT AN EXCUSE!

These four words made me a million dollars before the age of 40, WHO DO YOU KNOW? Referrals are earned by doing exactly what we tell the client we are going to do from start to finish, or what I affectionately call a "Perfect Install." If you are striving for perfection, are you giving away your product and services to just anyone? Who would you enjoy helping daily? Write down your ideal client:

Now, WHO DO YOU KNOW that fits the mold of your ideal client? Jot down 50 names. So thankful my rich mentor made me do this! Why? The first 48 people told me no! The 49th was a name I was afraid to call, in fact I asked him for \$5,000 to start a storm damage company. He said no, but he offered for me to look at his roof. The rest is history. Think outside the box but inside the product you are offering.

Do not worry grasshopper, I am going to share the exact word track I use. The key to exposing your business is keeping it simple. Good people love helping good people. This is the law of nature. NOONE wants to be SOLD, but EVERYONE LOVES TO HELP! You see this play out daily on social media. A good friend shares their business and met with minimal reactions. Ask for help or an opinion, people you do not even know have something to say, right?

The RemodeltoSell Program is all about Relationships. People must trust and believe in you. You are dealing with most people's number 1 asset. Here is my exact soft opener.

Hi David, silly question, are you or someone you know thinking of listing your home for sale in the very near future? (I am not asking David directly if he is, right? What am I asking? Who Does He Know.) Great! What is their contact information? (I help people make more money on the sale of their home, with no out-of-pocket expense to them. It cost you zero money to see if I can help you.)

Life truly becomes how many people you expose and ask this super simple question. Do you think I am worried about the people that tell me "No" or "Laughed" at me calling me all sorts of names when I started my business. Heck No! Why, keeping it 100%; first they laugh, next they watch, then they join. Almost everyone who laughed at me in some way shape or form has been a part of my business. It will be the exact same for you. Use any negativity you come across as fuel for your fire!

Networking should always be your primary focus. Just drive down the street and look at the fixer-upper homes! These are all opportunities for you. So are FSBO websites, Realtors, Mortgage Bankers, BNI, Investor Groups there are tons of different ways to expose your Business. My best advice, ask the people you know first. Come from a position of help. People love helping other people.

Final Thoughts:

If a client asks, why are you doing this? What is your response? (They will ask)

I am doing this because I want to see people win in life. Plus, I love taking ugly things and making them pretty again. Daily I help people with my top two passions. I created a life where essentially every single day I am living my dreams. This is possible for you to. Change starts with a decision backed by action.

All you need to do in the beginning is ask the question, find your yes, and set an appointment. The first 15 deals I will personally train you and run your appointments with you. There is a lot to learn! The most difficult deal is always your first. This is true whether you are signing a remodeling project, RemodetoSell, or your first Real Estate Listing. The work flow though is the same across the board.

Two factors will ultimately determine your success. This holds true regardless of the product you are selling or the business you are building. Your personal self-development as a human being. Meaning, becoming your best-self, and your Calendar! You have how many hours to create your new Lifestyle? In the beginning to launch my business and dig myself out of my deep hole I slept no more than 6-hours. I ran 3 appointments per day, 5-days per week. My closing percentage increased as I got better. I had 5 install teams depending on me for their livelihood averaging 8-12 installs per month after month after month. This is how I made \$1M inside 5-years before the age of 40.

How differently will your life look if you make a million dollars inside the next 5-years and have \$100,000 in your checking account? What will this do for you and your family? It is not easy but it is possible!

I taped this expression everywhere as a reminder that I had no other choice but to be successful:
I CAN. I WILL. I MUST!

I genuinely want you to succeed. This information will help me guide you. You know my story; I would love to learn yours. If you are still interested in coming on board, fill this out and email it back to me at davidallenroy@gmail.com I will be in contact with you inside 48-hours and we will take it from there.

To Your Success,

D.A.R

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